Year	SC students	ST students
2001-02	37	13
2002-03	37	13
2003-04	53	27

India as global brand in international tourism

1434. SHRI EKANATH K. THAKUR: Will the Minister of TOURISM be pleased to state:

(a) whether Government have any plan to position India as a global brand in the international tourism market;

(b) if so, whether the Ministry of Tourism has earmarked Rs. 90 crore to increase visibility of India abroad both through advertising and opening new offices; and

(c) if so, what steps Government propose to take for improvement and expansion of infrastructure like hotel accommodation, air seat capacity and ground transport system for international and domestic tourists?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir. The primary marketing objective of the Department is to position India as a global brand overseas and this objective is realized through a range of promotional activities undertaken by India tourism offices located in tourism generating markets overseas. A multi-pronged marketing campaign in the print and electronic media has also been launched by the Tourism Department in all key markets across the world under the brand of *'Incredible India'*.

(b) Rs. 90 crore have been earmarked for overseas promotion and publicity through India tourism offices overseas and for a centralized media campaign in the international print and electronic media.

(c) The Ministry of Tourism has taken up the matter with the Ministry of Civil Aviation for taking appropriate measures to improve the air seat capacity on international sectors and with the Ministry of Railways for improving connectivity to important tourist destinations. Meetings are held on a regular basis between officials and at the level of Group of Ministers. To increase the accommodation in budget category hotels, the Ministry has introduced a scheme "Incentives to accommodation infrastructure

during the 10th Five Year Plan" to provide incentive to new approved hotel projects in 1 to 3 star category hotels all over the country except in the four metropolitan cities.

Facilities to email and marginal farmers

1435. PROF. ALKA BALRAM KSHATRIYA:
SHRIMATI PREMA CARIAPPA:

Will the Minister of FINANCE be pleased to state:

(a) the various facilities available to the small and marginal farmers in different States from different banks;

(b) whether there are any common criteria to decide the eligibility for loans; and

(c) the details of steps RBI proposed to protect the banks and the farmers in case of drought, flood, unaUs death of live stock and failure of crops?

THE MINISTER OF STATE OF THE MINISTRY OF FINANCE (SHRI S.S. PALANIMANICKAM): (a) Small and marginal farmers in the country form part of weaker sections under the priority sector. A target of 10% of the net bank credit has been stipulated for lending by domestic scheduled commercial banks to the weaker sections. With a view to increasing the flow of credit to small and marginal farmers, several measures have been taken including the following:

1.' Banks have been advised to waive margin/security requirements for agricultural loans up to Rs. 50,000/-;

2. Banks should not compound interest on current dues in respect of lori duration crop loans and instalments not falling due In respect of term loans;

3. Total interest debited to the accounts of small and marginal farmers should not exceed the principal amount In respect of short term advances;

4. One Time Settlement (OTS) Scheme for small and marginal farmers who have been declared as defaulters and have become Ineligible for fresh credit.